

ABSTRACT

This research aims to find out how much influence of the application of E-Service Quality and Service Quality for Customer Loyalty through Customer Satisfaction in Sentra Teknologi Polimer-BPPT. The method used in this study is a quantitative method. The sample in this study is customers of the Polymer Technology Center 2002-2012 consisting of private companies, government companies and universities. From the questionnaire results then tested with regression test and correlation that is processed using SPSS. The analysis used in this research is the analysis of path or path analysis. The results showed that the Service Quality and E-Service Quality simultaneously effected significantly on Customer Loyalty through Customer Satisfaction, but the E-Service Quality individually did not significantly affect Customer Satisfaction and Customer Loyalty. The implication of this research, in order Sentra Teknologi Polimer-BPPT are able to improve E-Service Quality given so that it can directly impact on Customer Satisfaction and Customer Loyalty with faster response to incoming customers email without confirm to the Sentra Teknologi Polimer-BPPT in advance. (ARS)

Keywords: *Service Quality, E-Service Quality, Customer Satisfaction, Customer Loyalty*

ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh dari penerapan Service Quality dan E-Service Quality terhadap Customer Loyalty melalui Customer Satisfaction pada Sentra Teknologi Polimer-BPPT. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif. Sampel dalam penelitian ini adalah pelanggan Sentra Teknologi Polimer dari tahun 2002-2012 yang terdiri dari perusahaan swasta, perusahaan pemerintah dan perguruan tinggi. Dari hasil kuesioner kemudian diuji dengan uji regresi dan korelasi yang diolah menggunakan program SPSS. Analisis yang digunakan dalam penelitian ini adalah Analisis Jalur atau Path Analysis. Hasil penelitian menunjukkan bahwa Service Quality dan E-Service Quality secara simultan berpengaruh signifikan terhadap Customer Loyalty melalui Customer Satisfaction, namun E-Service Quality secara individual tidak berpengaruh signifikan terhadap Customer Satisfaction dan Customer Loyalty. Implikasi penelitian ini, agar Sentra Teknologi Polimer-BPPT mampu meningkatkan E-Service Quality yang diberikan sehingga dapat secara langsung

berdampak terhadap Customer Satisfaction dan Customer Loyalty dengan lebih cepat tanggap terhadap email pelanggan yang masuk tanpa perlu pelanggan mengkonfirmasi dahulu ke pihak STP. (ARS)

Kata Kunci: *Service Quality, E-Service Quality, Customer Satisfaction, Customer Loyalty*